

Auburn Endurance Capital Committee Meeting Minutes 6/17/2014

Meeting Date/Time: June 17, 2014, 10:00 a.m.

Location: City Hall, Room 10

Present: Robert A. Miller, Cynci Calvin, Lisa Kodl, Harvey Roper, Colleen Conley

Guest: Mora Rowe (Placer Co. Visitors Center)

Quorum: Present

Minutes: May 22, 2014 meeting minutes approved.

Public Comment: none

2013-2014 Work Plan

- Hats arrived May 29 (fulfills the \$1500 budget item for logo wear).
 - Hats will be sold for \$12 each at Placer Co. Visitors Center
 - A percentage (tba) of proceeds will be allocated to ECC to reinvest in additional logo items.
 - Robert Miller will coordinate and sign City of Auburn consignment contract.
- Water bottles for ARD Challenge 100 awards arrived.
- Ribbons to go with ARD Challenge 100 water bottles are on their way.

2014-2015 Work Plan

- Commission work plans to be presented to the City Council at the July 14 meeting.
- Need to submit ECC work plan to City Council by June 23.
 - Cynci will submit it with a cover letter.
 - Committee to do final review before submission.

Placer Co. Visitors Center – Report/Suggestions from Mora Rowe

- Mora is looking ahead to 2014-2015 stronger promotions for the City of Auburn's destination activities and businesses.
- Focus on outreach to locals first, then region, then Northern California, then CA, then US, then global.
- State Fair booth: tends to focus on agriculture.
- Amgen: 2 booths (Sacramento and Folsom) very busy.
- Plans to issue regular press releases/features. Media list includes a range of outlets/journalists from local like Auburn Journal's Outdoor Magazine to national like Outside Magazine, as well as travel writers, TV contacts.
- Mora is developing an editorial calendar to help her organize Auburn's seasonal activities so she can plan ahead for the press releases.
 - Needs a calendar of events from the ECC.
 - Needs seasonal/month-by-month story lines (or the stories themselves) and contact information from the ECC, specifically 12 endurance stories
 - Include photos and/or outreach to photographers

- Ideas mentioned by the ECC: Fire-bellied Newts springtime invasion; Carpe Vino staff & connections to local agriculture; rock climbing; cycling events; ASRA night-time sport permits; Fleet Feet trail running classes.

Events

- Western States Endurance Run – June 28, 29. Where’s My Runner Tent. Bob Montuori is unable to assist.
- Sept. 7: “Getalong Triathlon”
 - Global BioRhythms event at Cool
 - Equestrian, Runner, Mtn. Bike Rider teams

Meeting adjourned at 11:45 a.m.

Next Meeting: Tuesday, July 8, 2014, Placer Co. Visitors Center, 10 am

Agenda

- Quorum
- Minutes Approval
- Public Comment
- ECC 2014-2015 Workplan
- Placer Co. Visitors Center collaboration update/progress: ***action item – bring story ideas***
- Trail Usage & Safety Plan Subcommittee Meeting – finalize?
- Website
- Events